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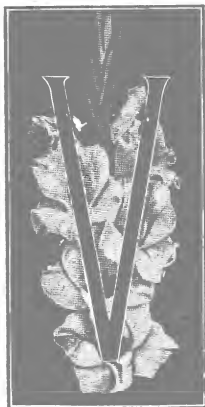
1925

GLADIACRE  
ARDENS'

NOV 14 1925

*Glorious*  
*Gladioli*

(Sword Lilies)



*"Gloriously Different" Novelties*  
*Special Private Mixtures*

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J. L. VONDEL, Sharon, Mass.

*In Preparation*

# Glorious Gladiolus

A PRACTICAL MANUAL  
for FLOWER LOVERS

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*Interesting — Up-to-the-Minute  
Illustrated*

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*Will give in simple language:* The Botany of the Gladiolus, The Lily of the Bible (Sword Lily), Ancient History, Fabled Origin, Corn Flags in London Gardens 300 Years Ago, Evolution from South African "Weeds," Marvellous Modern Development, Gladiolus in America, Notable Originators, Culture, Greenhouse Forcing, Hybridizing, Etc. It Will Contain Many Interesting Facts—from Ovid and Vergil to the Latest Specialist — never before brought together—Condensed into a Practical Gladiolus Manual.

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Will be published in Flexible Covers at about Cost, and contain Refunding Coupon good on first order for bulbs

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**YOU NEED A COPY**

**Send Address for Later Information**

*A "Beaconflame" Free with Each \$1 of Order*

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## SURPLUS OF A PRIVATE GARDEN

Ten years ago we left a city apartment to "commute" from a country town twenty miles from "The Hub." The first summer at Gladiacre we planted a few Gladioli. Becoming enamored of the beautiful "Glads," and finding Sharon soil peculiarly adapted to producing fine blooms, we have from time to time tried out several hundred varieties—beginning with a few 5c ones and now possessing a \$25 Fern Kyle!

As our garden bordered on a much-travelled motor-road our unusual flowers attracted attention, and soon we found people coming miles out of their way (through towns with many large "Glad" farms) to get some of our "Gloriously Different" blooms, as one lady described them.

Last year we disposed of all of our more common Gladioli, and put many fine varieties into Mixtures, reserving only a few Novelties that came up to our standards of BEAUTY, VIGOR, and PRODUCTIVENESS.

Now after a wonderful growing season, we find ourselves swamped with a stock far exceeding the planting space of our garden. This surplus we must dispose of to our neighbors—flower-lovers everywhere—to find room for our fast-increasing number of seedlings, the best of which we expect to name and introduce in a few years.

Grow "Glads" and be glad!

J. L. VONDEL

Member American Gladiolus Society  
N. E. Gladiolus Society

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## THE FLOWER OF THE PEOPLE

There is no need for me to eulogize or praise the Gladiolus; it speaks for itself. To see it excites admiration; to grow it excites enthusiasm. To know it and grow it is to love it. No other flower is making such wonderful advancement in worth and beauty and no other such tremendous increase in popularity. The "Glorious Gladiolus" is the flower of the people.

—President C. R. Hinkle of the A. G. A.

## **"GLORIOUSLY DIFFERENT" MIXTURES**

"Selections" would be the better word, for they are composed of varieties selected to build up the finest possible flowering mixtures for our own pleasure supplemented by 150 varieties from our Trial Garden—without thought of original cost—with no idea of ever offering them for sale.

Originators of fine varieties sell only large bulbs (sometimes "planting stock" and bulblets at high prices to professional growers only), reserving small ones to grow for sale. But we must drastically reduce our stock, and therefore offer our Private Mixtures in three sizes:

**Large** (Nos. 1 and 2)  $1\frac{1}{4}$  inches up. Should give 1 to 3 glorious spikes of larger blossoms.

**Medium** (3, 4)  $\frac{3}{4}$  to  $1\frac{1}{4}$  in.—smaller flowering spikes.

**Small** (5, 6)  $\frac{3}{4}$  in. down—produce flowering-sized bulbs for next season.

N. B.—Bulblets and small and medium sizes of these Mixtures contain numerous high-priced varieties more recently added, in the order named, and are even greater bargains than the large bulbs.

**Prices Ridiculously Low for Values Given!**

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## **How to Grow Glorious "Glads"**

**Start with Mixtures—greatest  
value at little expense**

While the Gladiolus will grow in any part of our country, and in any kind of soil, most varieties prefer a rich sandy loam. Heavy soil may be lightened by adding coal ashes or fine sand. Avoid wet, sour land.

The one thing "Glads" must have is full sunlight. Avoid shade of trees.

**Fertilization**—Any well-rotted manure may be used. Cow manure is excellent; sheep manure is good, the dried pulverized form often is cultivated into the soil after the plants are up. Hen manure and ashes should be used sparingly.

## **No. 1—Glorious Mixture**

Contains a few of the best large-flowered Standard varieties, selected for our own use, to which we have added from our Trial Garden, from time to time—with no idea of selling them—over 100 of the most beautiful plain and ruffled creations of American, French and Dutch hybridizers. A few of the most plentiful varieties:

Apollo, Arizona Rose, Baron Hulot, Bertrex, Blue Jay, Carman Sylva, Corunna, Distinction, Dorothy McKibbin, Dream, E. J. Shaylor, El Capitan, Europa, Fairland, Fire King, Fire Ribbon, Foch, Giant White, Golden West, Golden King, Grandeur, Grenadier, Gretchen Zang, Highland Laddie, Hollandia, Hyde Park, Ida Van, Immensity, Indianapolis, Jenny Lind, June Delight, Klondike, K. Glory, K's Marshall Foch, Liebesfeur, Louise, Loveliness, Magenta, Magic, Mc'eor, Mohawk, Mrs. Watt, Mrs. Fryer, Myrtle, Mystic, Niagara, Orange Glory, Panama, Pink Perfection, Pink Progression, Pride of Goshen, Princeps, Queen Wilhelmina, Red Emperor, Rosella, Rose Bud, Rose Glory, Satisfaction, Senator Volland, Scarlano, Schwaben, Sulphur Queen, Summer, White Ivory, White Glory, Youell's Favorite, 1910 Rose—and still higher-priced varieties (up to \$1.50) in smaller quantities.

N. B.—That each customer may have a well-balanced Color mixture, we have separated the White varieties, Yellows, and "Blues," and add definite proportions of each to every order. No disappointments.

### **REDUCTION PRICES**

Many lucky purchasers will find one or two bulbs in a dozen worth price paid for twelve.

Large—\$1.00 per dozen; \$7.00 per 100.

Medium—\$5.00 per 100. Small—\$3.00 per 100

25 and 50 at 100 rate

Bulblets—200 for \$1.00; 450, \$2.00; 1000, \$4.00

Never again! Such Quality Bulbs at these prices!

SPECIAL at HALF PRICE—Small quantity, including some good "Blues," with some fine Prims mixed in. All sizes. (Ask for 1AM.)

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### **HOW TO GROW GLORIOUS "GLADS"—Continued**

Any good potato or garden fertilizer, strong in potash, is good.

Some growers cover the bulbs with a little dirt, then put garden fertilizer, bone meal or dried sheep manure—or a mixture of any of these—on top before filling up the trench.

## No. 2—Golden West

### Creations of Burbank, Diener, Metzner

We wanted something different—and got it from California's "Plant Wizards." The work of Luther Burbank needs no comment, and you can judge the value of this mixture when we say that the "Glads" of the others named are much finer than his!

"Something different"—Lily-shaped, orchid-flowering, extra-wide-open, fan-shaped (spikes), etc., and some with such enormous blooms—plain and ruffled!

If you want something your neighbors haven't got, grow these. Nothing at all like Eastern varieties.

Five years ago we obtained bulblets of three different kinds of mixtures from Diener—one containing the named varieties that had won the gold and silver medals at the Panama Exposition. Since then we have purchased many varieties (up to \$3)—as well as later mixtures—from the "wizards." Most of the "named" we have added to our mixture—the only one in the world containing combined creations of Burbank, Diener, Metzner!

### REDUCTION PRICES

Large—\$2.00 per dozen; \$12.00 per 100  
Medium—\$9.00 per 100      Small—\$5.00 per 100  
25 and 50 at 100 rate  
Bulblets—150 for \$1.00; 325, \$2.00; 1000, \$6.00

SPECIAL—A few of Diener's three Mixtures with possibly a very few Primis. A great bargain at just HALF above prices. (Ask for No. 2PM.)

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### HOW TO GROW GLORIOUS "GLADS"—Continued

Fresh manure or strong fertilizer must not touch bulbs.

**How to Plant**—In the East, bulbs may be planted from early May until the last of June. For a long blooming season, plant at intervals of two weeks.

Plant in rows eighteen inches to two feet or more apart. For full-size bulbs dig a trench four



## **No. 3—Maid-o'-the-Mist**

### **(Primulinus Hybrids)**

Contains the finest French, Dutch, and American (Orchid) "Prims"—both plain and ruffled—obtainable, and we have added many of the best named varieties (up to 75c each).

The crossing of the little yellow African Primulinus with our garden varieties has produced a most gloriously beautiful new race: Butterfly and orchid-like forms; beautifully varied pastel tints of yellow, orange, apricot, buff, saffron, scarlet; graceful, slender stems; long flowering; wonderfully prolific; finest for decoration; much admired by artists.

No matter what other Gladioli you purchase, be sure to get a few of our favorites, the "Prims."

These Hybrids often flower from bulblets!

### **REDUCTION PRICES**

Large—\$1.00 per dozen; \$6.00 per 100

Medium—\$4.50 per 100      Small—\$2.50 per 100  
25 and 50 at 100 rate

Bulblets—200, \$1.00; 450, \$2.00; 1000, \$4.00

The only Mixture of so many Fine Mixtures and Named Prims ever offered.

SPECIAL—18 Large bulbs each of Mixtures Nos. 1 and 2, and 50 No 3 (assorted sizes)—over \$6 worth for \$5. (Ask for 123C.)

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### **HOW TO GROW GLORIOUS "GLADS"—Continued**

to five inches deep—the lesser depth in heavy soil. Place bulbs right side up from four to six inches apart. Many growers plant in double rows. Some prefer to cover with about three inches of soil filling in later as plant grows. Hilling up a little helps keep weeds down and gives support when flowering.

The smaller sizes should be planted early; depth of planting in proportion to size.

Bulblets germinate better if soaked a few days in warm water care being taken not to let them mold. Plant quite thickly in a two-inch row and cover with two inches of soil.

*Continued on page nine*

## **"GLORIOUSLY DIFFERENT" NOVELTIES**

We regret that our stocks this year of many of the Beautiful Gladioli we have selected for future growing are very limited, so **please order early**. Nothing commonplace—all "Gloriously Different," selected from hundreds of varieties grown in our Trial Garden.

Prices are for Single Bulbs. Dozen rate, ten times price of one.

\*ALICE TIPLADY (K.)—Beautiful Orange. ..25c

AMERICAN BEAUTY (Diener)—Brilliant American Beauty color with creamy yellow throat; almost entire spike open at a time—a bouquet in itself. Scarce. \$1.00. None for sale this year.

ANNA EBERIUS (D.)—Dark velvety purple; great demand .....25c

BEACONFLAME (Kunderd)—Scarlet Vermilion, lighter in throat with crimson lake on lower petals. Awarded First-Class Certificate at Boston. Best cut-flower red. Does not fade; most vigorous and prolific..... 50c

(For other sizes see Page 11)

\*BUTTERFLY (K.)—Beautiful Yellow Prim ..20c

BYRON L. SMITH (K.)—Beautiful Lavender Pink on white ground ..... 50c

CRIMSON GLOW (Bestcher)—Deep brilliant velvety Crimson .....30c

\*EVELYN KIRTLAND (Austin)—Exquisite shade of melting Pink with scarlet blotch on lower petals ..... 20c

FLORA—Beautiful Yellow; almost equals Golden Measure .....25c

\*HERADA (A.)—Best Pure Mauve..... 20c

GOLD (Hoeg)—Best Golden Yellow; in a class by itself. \$2.00 None for sale this year.

JACK LONDON (D.)—Light Salmon with brilliant orange flame stripes; golden yellow throat with ruby striped centre. ....30c

\*LILYWHITE (K.)—Fine early White .....20c

MARY FENNELL (K.)—Beautiful Lavender and Primrose ..... 20c

## ***A "Beaconflame" Free with Each \$1 of Order***

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- MARY STEARNS BURKE (D.)—Canary Yellow overlaid with Apricot; exquisite. .... 50c
- MR. MARK—Fine light "Blue," straight stems 20c
- MRS. BOTHIN (D.)—Flesh-Salmon Pink, flame scarlet centre; Magnificent! ..... 50c
- MRS. DR. NORTON (K.)—Finest Cream and Pink ("peaches and Cream"). Sold for \$2.00 only a few years ago ..... 50c
- MRS. FREDERICK C. PETERS (Fischer)—Rosy Lavender Pink with ruby blotch on lower petal; large and beautiful ..... \$1.00
- PINK WONDER (Kemp)—Extra large; very popular ..... \$1.20
- \*PRINCE OF WALES—Fine early Salmon .. 15c
- ROSE ASH (Metzner)—Our LEADER—Old Rose, blended Ashes of Roses. Indescribable! Tall spike; large flowers ..... \$1.00
- \*WAR—Large late Crimson; fine ..... 15c
- WASHINGTON (Vos)—Perhaps the finest large White ..... Each \$2.00
- WHITE WONDER (Kemp)—Large White, no markings ..... \$1.20
- Also a few SCARLET PRINCEPS (K.)—30c; FRANK J. SYMMES (D.)—ruffled Rose-Pink, 25c; TITANIC—Lilac Purple, 30c; and we may be able to get you almost any fine variety. Write.

**PLANTING STOCK and BULBLETS**—As we purpose to grow only the higher-priced and rare varieties next season, we offer, at proportionate prices, medium and small bulbs and bulblets of varieties starred (\*).

**COLLECTIONS**—\$6.00 for \$5.00—Your selection of Novelties (excluding all varieties above 50c). Six "Beaconflame" given free.

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### **HOW TO GROW GLORIOUS "GLADS"—Continued**

**Cultivation**—No flower repays proper care better than the Gladiolus. To begin with, keep crust from forming over the bulbs. Rake over with a steel rake or with a long-tined dung fork. Cultivate frequently, but be careful after blooming spikes appear not to cultivate very deep near plant.

## *Gladiacre Gardens' Gladioli Sent Postpaid*

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Liquid manure may be used once a week to advantage, especially after blooming spikes begin to appear.

In dry spells a thorough watering every few evenings is a great help. "Glads" need plenty of water at blooming time; lack of it mean poor spikes and small flowers, and the variety or the dealer is unjustly blamed.

**Cut Flower Spikes** on a slant when first bud opens; keep out of the sun in vases of cool water. Cut a little off bottom of spike every day and change water, picking off blossoms as they fade.

Always leave at least four leaves to develop new bulb.

**Decorations**—Use Yellow "Glads" for Golden Weddings, Whites for Silver; Lavender and light shades for funerals; Pinks, Orange and Reds for weddings. Send bright colors to sick friends and shut-ins.

Don't crowd, and don't mix up a lot of jarring colors in same bouquet!

**Digging and Storing**—Dig bulbs after first hard frost, cutting tops close to bulb. Roots and remains of old bulb should be taken off when dry; then store—not over four inches deep—in boxes in cool, dry, frost-proof cellar. A temperature around 40 degrees is best.

Bulblets should not be dried. Storing in dry sand gives better germination.

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### **READ THIS BEFORE ORDERING**

**Cash with Order.** Write address plainly, and make Money Orders and Checks payable to J. L. VONDEL, SHARON, MASS. (Not Sharon, Pa., Vt., O., or one of the fifteen other Sharons.)

**We Prepay Parcel Post.** Larger bulbs of Mixtures will be sent beyond 5th zone from Boston if extra postage is sent.—1c per No. 1 size bulb.

**Bulbs Shipped in Spring** when weather permits. If wanted earlier, send 10c per Doz. large bulbs for extra packing against freezing.

**P. S.**—A year's Subscription to "The Gladiolus Bulletin" (50c) also given for orders for Mixtures amounting to \$4.00 or more.

# BEACONFLAME

THE BEST CUT-FLOWER and  
FORCING RED GLADIOLUS

**"MAKES GOOD" EVERYWHERE**

Good-Sized Blooms in Spite of Long Drought in  
the West

Excessive Rains in the East, but no Stem-Rot  
or Decay.

Holds its Color—Stands Up Well under Hottest  
Sun.

BEACONFLAME is one of the most Vigorous and  
Prolific varieties ever originated by Kunderd.  
Large, slightly ruffled Scarlet Vermilion flowers,  
a little lighter in upper throat balanced by  
unobtrusive crimson lake blotches on lower  
petals—a harmonious self-colored effect—es-  
pecially fine under artificial light.

Rated XXX by Mr. Chas. E. F. Gersdorff!

"I have found it a very fine flaming scarlet of  
value for cutting. I consider it of XXXX quality."

Mr. J. A. Kemp Uses Beaconflame in Hybridizing

The originator of the "Wonders" (who had  
seen and admired it the previous year) wrote:  
". . . very fine with us this year and the more  
I see of it the more I like it. I am using it quite  
freely in my breeding work."

## INTRODUCTION PRICES

Large—\$5.00 per dozen

Medium—\$13.00 per 100      Small—\$8.00 per 100  
25 and 50 at 100 rate

Bulblets—\$5.00 per 1000

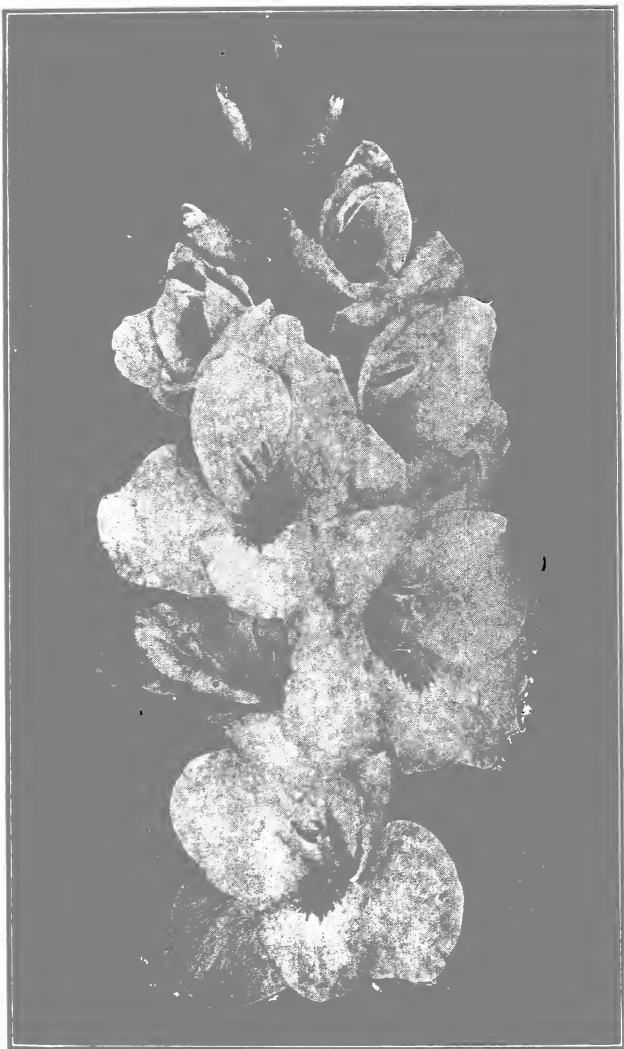
Send for special "Beaconflame" literature.

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THE GLADIOLUS BULLETIN, devoted exclusively to  
the Gladiolus. 50c a year. Stanley Thorpe, Medway (R.  
D.), Mass.

THE FLOWER GROWER—The Gladiolus, Peony, Iris,  
Dahlia, Rose, etc. \$1.50 a year. three years \$3.50. Madis-  
son Cooper, Calcium, N. Y.

JOIN THE GLADIOLUS SOCIETIES—American Gladiolus  
Society, David Tyndall, Sec'y, Brockton, Mass. New Eng-  
land Gladiolus Society, Robt. R. Walker, sec'y, Mansfield,  
Mass.



**Mrs. Frederick C. Peters**

(Eugene N. Fischer)

**Rosy Lavender Pink with Ruby blotch**  
**Magnificent! \$1.00 each.**